

Fundraising Plan Timeline

September

- Review 2018 year-end fundraising plan
- Discuss your plan with others and set goals
- Send hand-written thank you's to big donors and monthly supporters
- Handwrite a note in your monthly newsletter
- Have between 2-4 face-to-face donor meetings

October

- Think through and write out all stories you plan to tell
- Begin to create your year-end materials: letters, pledge cards, thank you's, postcards, videos, social media posts, etc.
- Update your website
- Send a prayer postcard
- Set a goal for the number of face-to-face meetings (one per week)
- Send hand-written thank you's
- Meet with Perception Funding to discuss your year-end plan

November

- Finish your year-end letter (It should include a pledge card, return envelope, stamp and a short explanation telling the recipient how to give online as well)
- Continue having face-to-face meetings
- Mail your year-end letter between Nov. 18 - Nov. 30

December

- Follow up! Send a personalized email or text after sending your letter
- Set up a few face-to-face meetings
- Send a postcard between Dec. 12-19 with a picture of you doing ministry, your staff or team or family. Add a generic message on the back: "Merry Christmas from our family!" and add your online giving link

January

- More follow up! Send your donors an end of year thank you for any donations that came in by the end of year